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ABSTRACT

The essays in this collection discuss the future of the university in the context of the "McDonaldization" of society and of academia. The idea of McDonaldization, a term coined by G. Ritzer (1998), provides a tool for looking at the university and its inevitable changes. The chapters are: (1) "Enchanting McUniversity: Toward a Spectacularly Irrational University Quotidian" (George Ritzer); (2) "The Bureaucratization of the British University" (Frank Furedi); (3) "Accounting for Anxiety: Economic and Cultural Imperatives Transforming University Life" (Barry Smart); (4) "Modules and Markets: Education and Work in the 'Information Age'" (Gavin Poynter); (5) "Digital Technologies and Competing Models on Higher Education" (Caroline Hodges Persell); (6) "The Online Campus" (James Woudhuysen); (7) "From Power Plays to Market Moves: The Standard in Higher Education" (Alan Hudson); (8) "Total Quality Control: Universities, Language, and Politics" (Martin Parker); (9) "The Massification of Higher Education" (Claire Fox); (10) "Taking the Hemlock? The New Sophistry of Teacher Training for Higher Education" (Dennis Hayes); (11) "Did I Sign Up for This? Comments on the New Higher Education" (Mary Evans); (12) "Feminist Education: Rebellion within McUniversity" (Jane A. Rinehart); (13) "Novelty and Crisis in the World of McKnowledge" (Joanne Finkelstein); (14) "Does Rationality Gum Up the Educational System?" (Ngure wa Mwachofi); and (15) "Hamburgerology by Degrees" (Robin Wynyard). (Each chapter contains references.) (SLD)

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